

CHALLENGE

In 2025, Red Finch entered a category where it had become difficult for newcomers to get noticed

after global brands left,
the shelf was filled with new names

in the first half of 2024 alone,
96 new beer brands appeared



A young non-alcoholic beer brand
and emerging musicians faced the same challenge:



and both spoke to people rejecting the default — in what they drink and what they listen to
so the brand and artists could become visible together

We turned Red Finch's launch budget into
a media resource for both the brand and musicians

*and to promote
a new brand*

*and to promote
new musicians*

A promotional graphic for Red Finch beer. On the left is a bottle of Red Finch beer with a label that includes a finch logo and the words 'Red Finch', 'COHOLIC BEER', and 'with'. On the right is a close-up of a microphone. The background is a solid red color. In the center, the text '15 MLN ₴' is written in large white letters. Below it, the text 'split between brand and artist promotion' is written in red. A red curved arrow points from the '15 MLN ₴' text towards the bottom right.

15 MLN ₴
split between brand
and artist promotion

every ruble of the launch budget worked twice:
building Red Finch awareness and giving young musicians an audience

Every ad placement, across every communication channel,
always worked for two sides

and for the artists



and for the brand

ONE PRINCIPLE, MANY EXECUTIONS:

BANNERS

SOCIAL MEDIA

MUSIC SHOWS

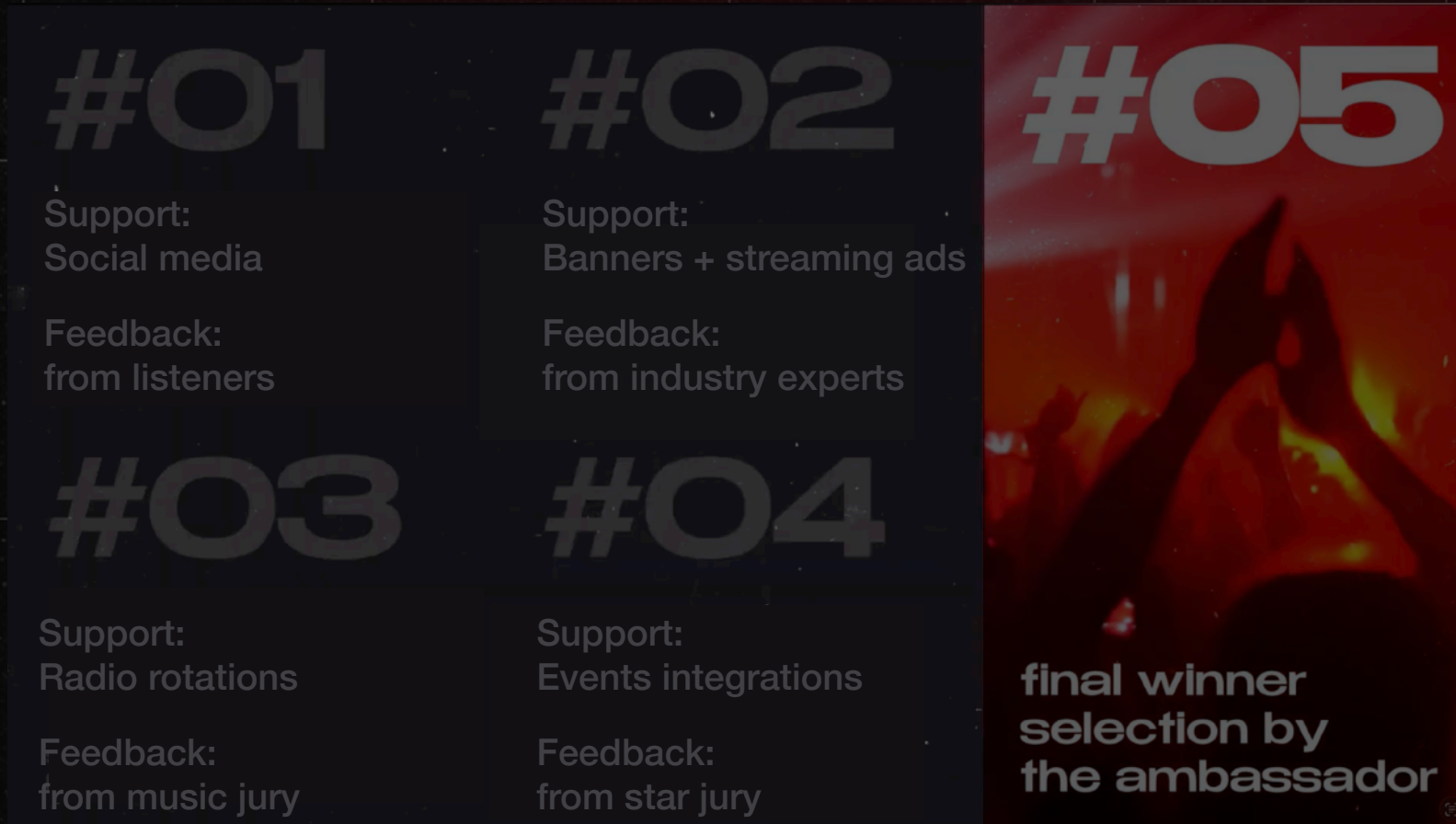
RADIO SPOTS

STREAMING SERVICES

MEDIA

EVENTS

We didn't just split the budget — we created a 5-level support system: more brand reach + new feedback at every level



this allowed hundreds of musicians to appear in Red Finch ads
and thousands to receive feedback

Social media was integrated into every aspect of the project

AWARENESS



Brand + emerging artist in one creative, amplified through social media and relevant Telegram channels

32M REACH

APPLICATION



Telegram bot: track submission, instructions and application status in one interface

10,000+ APPLICATIONS

AMPLIFICATION



UGC poster: each artist shares it on their own channel and brings their audience

9,214 POSTERS

SELECTION



Judges and experts work through relevant channels, with public feedback

6,012 RATINGS

ENGAGEMENT



Telegram mini app + voting: listeners play, choose and shape the result

54,500 PARTICIPANTS

COMMUNITY



Project Telegram channels: reactions, discussions and status updates

ER 17.97%

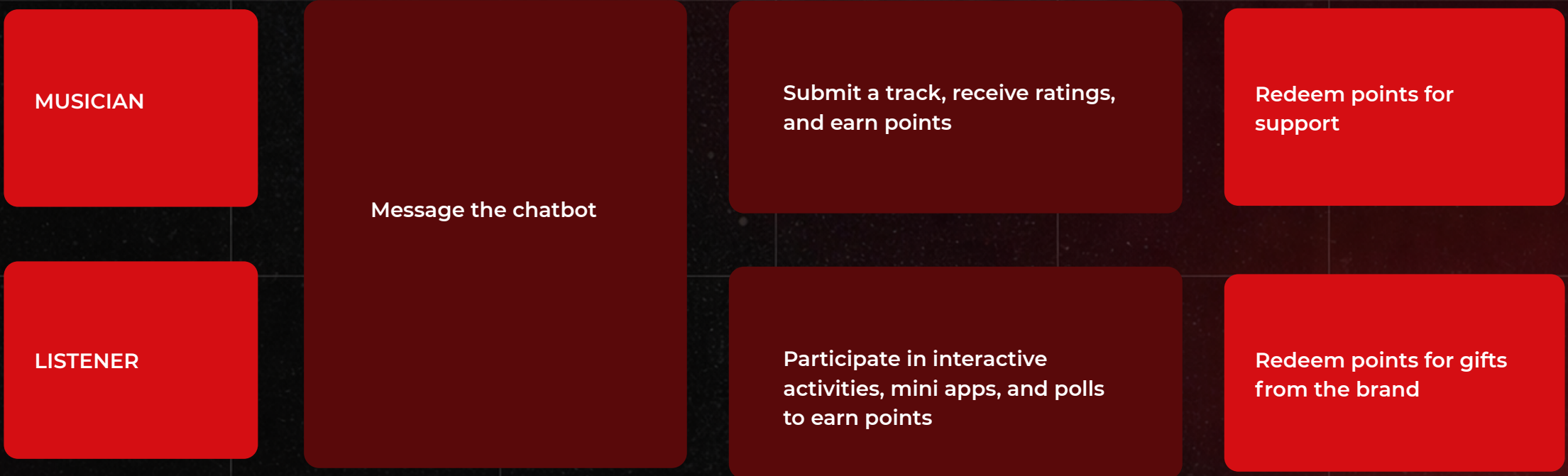
FINAL



Livestreams + online content from the live stage at the Ice Palace

8,465 FOLLOWERS

And it was central to the user journey



They also helped bring all audiences together around the brand

MUSICIANS

social media as a space for participation



LISTENERS

social media as a space for engagement



AMBASSADOR, JURY & PARTNERS

social media as a space for visibility



PROJECT ACCOUNTS

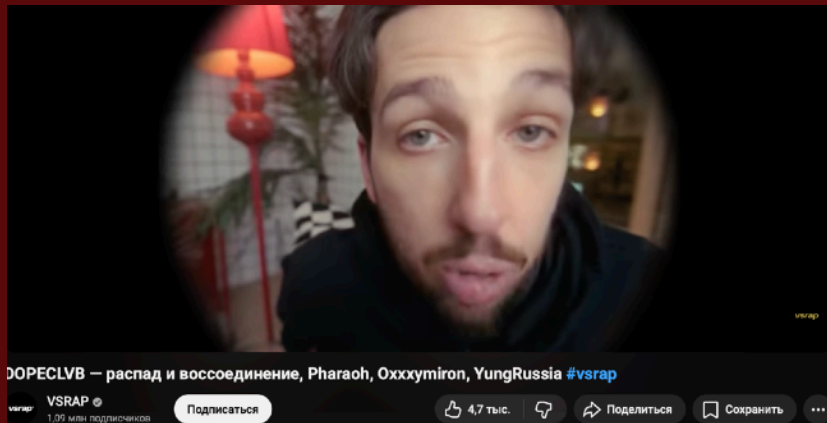
brought everyone together in one place



Influencers brought twofold value to this effort

This included reach

Through a variety of mention and integration formats.



=

And also feedback.

Provided by the ambassador and industry representatives.



FOR AN YOUNG MUSICIAN, FEEDBACK FROM INDUSTRY PROFESSIONALS CAN BE JUST AS VALUABLE AS—
OR EVEN MORE VALUABLE THAN—EXPOSURE THROUGH THEIR PLATFORMS.

Opinion leaders were deeply integrated into every stage of the project

We divided them into three tiers

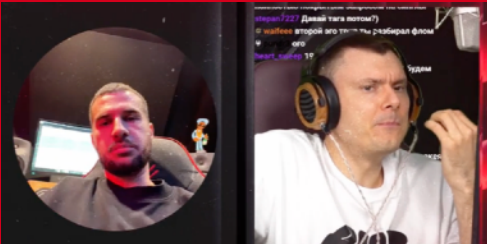
Ambassador

Brought musicians and listeners together and gave the project credibility through his personal involvement.



Experts

Nine music industry professionals strengthened the project from within the music community by evaluating tracks and providing feedback.



Listeners

Indirect opinion leaders who could nevertheless influence musicians almost as much as the experts.

РИФМЫ / ОБРАЗЫ	8.4	7.5
СТРУКТУРА / РИТМИКА ★	8.4	8.3
РЕАЛИЗАЦИЯ СТИЛЯ	7.6	7.6
ИНДИВИДУАЛЬНОСТЬ / ХАРИЗМА	8.6	7.5
АТМОСФЕРА / ВАЙБ	8.0	6.6

Our ambassador was one of the key factors behind the project's success

01 A perfect fit for the project = authentic

Having gone from an unknown artist to millions of streams himself, he is respected as the real deal by both the music industry and listeners.

02 Selective brand partnerships = trust

We deliberately avoided choosing just any celebrity—we wanted a prominent, relevant musician who had retained the audience's trust.

03 Involved at every stage of the project = even greater trust

He wasn't just the face of the project—he was fully involved from start to finish.



RESULTS

With one budget, we helped
both the brand and musicians get heard

Red Finch

0 —>42% Brand Awareness

0 —>14% Trial

+8 p.p. association with music

#1 beer brand launch in Russia in 2025 (ipsos)

Musicians

10 000+ submitted applications

6000+ received feedback

157 appeared in brand ads and gained reach

35 significantly increased their streams

32 000 000 TOTAL REACH
SHARED BY THE BRAND AND 157 ARTISTS

Usually, when brands partner with musicians, the model is simple:

We are an established brand sponsoring musicians to help them become better known.

But we were a young brand, just like the emerging artists. Nobody knew us. We were all unknowns.

So we made ourselves heard together.

This changed the game completely. No one had done it before.